

**DETERMINANTS THAT INFLUENCE INTENTION TO SHARE INFORMATION  
ON BLOGS**

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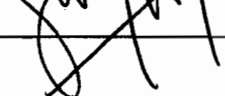
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## **Abstract**

This study examines factors that influence the intention to share knowledge through blog among Intel's users. The study was a cross sectional study where respondents' perception was measured at one point in time. 118 respondents participated in this study. In this study, three factors were tested to understand the intention to share knowledge among bloggers at Intel.

Correlation analyses were conducted to test the relationship between organizational factors, individual factors and technology factors and intention to share knowledge through blog, whereas descriptive analysis was conducted to analyze demographic characteristics of participants. To test which factor has the significant contribution towards intention to share knowledge through blog, regression analysis was conducted.

The results show that there was an association between all the three factors (organizational, individual and technology) and intention to share knowledge through blog.. Though all the three factors indicate significant positive relationship with intention to share information through blog, individual factor makes the strongest contribution to explain the intention to share knowledge through blog.

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*To accomplish great things, we must not only act but also dream,  
not only plan but also believe.*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Background of the Study**

The use of online social media tools in organizations is on the rise. With emails reaching saturation levels in terms of usage in most organizations, attention is now shifting to other forms of online social media. Blogs in particular, have been receiving attention as a useful communication and knowledge sharing tool by today's organization. Large organizations that operate globally need to connect employees with each other and with the business. Lack of connection is one of the most commonly encountered difficulties in rapidly growing and geographically diverse companies. Blogs enable employees to expand their social contacts, accelerate business processes and improve morale, motivation and job satisfaction (Van Zyl, 2009). Blogs encourage interactive communications, enables knowledge sharing and helps promote collaborative efforts across organizations.

With the advent of better technology, the increased emphasis on knowledge sharing in a virtual community and the increased number of younger generation of social media users joining the workplace, organizations like Intel, Sun Microsystems and IBM have embraced these popular social networking tools such as blogs to increase communication traffic between peers and encourage exchange of ideas (Wyld, 2008). Web 2.0 is attractive to the younger generation of internet users or Net-geners who have grown up and are comfortable with these technologies. These net-geners commonly referred to as Generation X or Generation Y make up the majority of bloggers who want to be heard at the workplace and have long advocated the right to express and share their opinions in the blogosphere (Bogdanowicz & Bailey, 2002).

The contents of  
the thesis is for  
internal user  
only

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